

# ProFile 2 Unit 5 – Marketing

## ANSWER KEY

### Vocabulary

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l	e	s	r	s	o	m	v	e	r
o	d	l	s	e	g	m	e	n	t
g	x	o	g	k	a	w	m	h	b
o	o	g	a	s	e	e	o	k	a
n	r	a	u	a	p	t	r	f	p
p	e	n	e	t	r	a	t	e	p
w	e	s	r	a	y	s	f	p	e
q	q	i	m	a	g	e	t	n	a
y	m	h	r	t	x	m	j	p	l
v	m	i	l	a	u	n	c	h	t

### Reading

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- ☐ True ☒ False 1. It is young singles.
- ☒ True ☐ False 2. They are soon going to launch a new brand of peanuts.
- ☒ True ☐ False 3. True.
- ☐ True ☒ False 4. The letters in the logo look too young.

### Video

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1. The target customers are stockists, restaurants, and upmarket places.
2. c
3. Because people are getting more and more into healthy eating and dieting, so drinking mineral water is becoming more and more popular.


### Listening


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1. The crisps are at the decline stage of the product life cycle.
2. She has to put together a design team for the packet of crisps.
3. Adults over forty.
4. Young people aged twelve to twenty-five.
5. 'You don't need to change everything when you are looking for a new market.'

# Writing

Sample answer.

 Send Now

 Delete

☐

To:

From:

Subject:

Dear Regina

I am just emailing you because I have some suggestions for marketing Alpen Streams at younger consumers (aged 15-25).

Alpen Streams is a brand of mineral water that has been very popular here in Germany. But I think now we need to do something to make the product look new and interesting. We can then find a new market for the water: young people aged twelve to twenty-five.

For younger people we need a cheaper price because they buy water in cafés or shops, not restaurants. We need special promotions for the stores so young people can see the new product when they go into the shops. We need to re-package the product and to put together a design team for the new bottle. The bottle needs to be smaller and made of plastic so young people can drink it when they are going out. We will also need a new advertising campaign on TV and in magazines to reach these new consumers.

I hope that this is useful. Perhaps we should arrange a meeting to talk about this further?

Best wishes